

## VisitIndiana.com

VisitIndiana.com is the official consumer Web site of IOTD. As of December 2006, VisitIndiana.com will be redesigned to incorporate IOTD's new brand and focus on consumer friendliness, ease of navigation, and search engine effectiveness. Based on focus group research, IOTD will offer three new advertising opportunities on the redesigned VisitIndiana.com.

### VisitIndiana.com Home Page Editorial

For one calendar month in 2007, editorial can be featured prominently on the home page of VisitIndiana.com with photographs, logo, a substantial editorial story, and a Web site click-through.

- Home page editorials provide a monthlong sustained presence of your complete story.
- During the period, January-June 2006, the VisitIndiana.com home page received an average of 170,739 (1.024 million/6 months) page views per month.
- Discounts are available for "off-peak" months, January and February.
- Only one home page editorial is available each month. The month is reserved on a first come, first served basis.

**Rate per Month Peak:** \$3,800

**Rate per Month Off-peak:** \$3,000

For more information on home page editorial materials, see page 11.

### VisitIndiana.com Contests

For one calendar month in 2007, contests can be included on VisitIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo, and Web site address. Consumers click-through to the contest entry blank and submit lead information. Contest entries will be collected and provided as a lead database by IOTD at the end of the contest month. The winner(s) will be randomly selected and designated at the end of the contest.

- Contests are lead-generating.
- During the period January-June 2006, month-long VisitIndiana.com contests received an average of 2,893 raw leads via contest entries. The percentage of contest hits that converted to leads was 25 percent.
- Discounts are available for "off-peak" months, January and February.
- There are three contests available each month. Placement order of the contests is determined on a first come, first served basis.

**Rate per Month Peak:** \$2,550

**Rate per Month Off-peak:** \$2,000

#### Contest requirements

- Minimum value of contest must be \$100. Complimentary services should not be included as part of contest value.
- Prize must allow for weekend availability.
- Prize must be fulfilled (sent to winner) within seven days of winner notification.
- Winners must have at least four months to redeem prize after winner is sent voucher(s).
- You may have as many winners as you wish but must have at least one winner.

For more information on contest materials, see page 12.

### Brochure Order Confirmation Message:

VisitIndiana.com provides consumers with the opportunity to request information on specific locations and attractions by ordering informational brochures. Upon brochure request, consumers view a confirmation page on VisitIndiana.com once the order is complete and receive a confirmation e-mail.

For one calendar year, a targeted message can be featured on each region's confirmation page on VisitIndiana.com and at the bottom of the order confirmation e-mail to consumers.

**Availability is limited to one message per region.** The order confirmation message includes a 50-word message and Web site click-through.

Rate per Year, per Region	\$1,800
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### "What to do" Listings:

As a part of the redesigned VisitIndiana.com Web site, the main navigation bar on the home page will include an option for consumers titled "What to do." This navigational link will lead consumers to a basic search engine allowing them to search for attractions and activities to visit while traveling to Indiana. Below this search engine will appear six photo listings.

For one month, a photo listing can be featured on this navigational page located one click from the VisitIndiana.com home page. **Availability is limited to four photo listings per month.** A photo listing includes one 2" x 2" photo, a 20-word message, and a Web site click-through.

Rate per Quarter	\$600
Rate per Year	\$1,800

**PLEASE NOTE:** Quarters begin January, April, July, and October.

### "Where to Stay" Listings:

As a part of the redesigned VisitIndiana.com Web site, the main navigation bar on the home page will include an option for consumers titled "Where to stay." This navigational link will lead consumers to a basic search engine allowing them to search for accommodations during their trip to Indiana. Below this search engine will appear six photo listings.

For one month, a photo listing can be featured on this navigational page located one click from the VisitIndiana.com home page. **Availability is limited to four photo listings per month.** A photo listing includes one 2" x 2" photo, a 20-word message, and a Web site click-through.

Rate per Quarter	\$600
Rate per Year	\$1,800

**PLEASE NOTE:** Quarters begin January, April, July, and October.

### VisitIndiana.com Brochure Ad

Brochures can be featured in the Travel Brochure section of VisitIndiana.com throughout 2007. A brochure's presence on VisitIndiana.com generates brochure order leads. Leads are sent every week via e-mail. Brochure ads will also appear alongside Interactive Travel Guide listings on VisitIndiana.com, if applicable. Allow three weeks for brochure ads to go live on VisitIndiana.com. Contact the appropriate Regional Account Executives for more information.

VisitIndiana.com brochure ads are available to purchase anytime throughout 2007.

**Rate per Year:** \$1,450

### VisitIndiana.com Interactive Travel Guide Listing

Interactive Travel Guide listings advertise attractions, festivals, campgrounds, lodging facilities, recreation establishments, information centers, shops, or restaurants on VisitIndiana.com throughout 2007. Information will include a description, phone number, and Web site address. The Interactive Travel Guide is the most popular area of VisitIndiana.com due to its ability to search and map specific information for travelers. Allow three weeks for listings to go live on VisitIndiana.com. Contact the appropriate Regional Account Executive and submit the 2007 VisitIndiana.com Interactive Travel Guide listing contract to participate.

Please use appropriate order forms: Accommodation Listings Form for lodging or camping and Attraction Listings Form for listings and festivals.

VisitIndiana.com Interactive Travel Guide listings are available to purchase anytime throughout 2007.

**Rate per Year:** \$150

### Free Festival Listings

Visit IN.gov/tourism or fill out the 2007 VisitIndiana.com free Festival Listing Form to submit festival or event listings to appear in the Interactive Travel Guide on VisitIndiana.com throughout 2007. Allow three weeks for listings to go live on VisitIndiana.com.

**PLEASE NOTE:** A festival description is not included in the free festival listing. If interested in including a festival description, please contact the appropriate Regional Account Executive about purchasing the Interactive Travel Guide listing option that is detailed above.

Free VisitIndiana.com festival listings are available to submit anytime throughout 2007.

**Rate:** Free

### Free Travel Discount Listings (Getaway Packages and Travel Coupons)

Visit IN.gov/tourism or fill out the 2007 VisitIndiana.com Getaway Package Form or 2007 VisitIndiana.com Travel Coupon Form to submit a getaway package or travel coupon to appear in the Interactive Travel Guide on VisitIndiana.com throughout 2007. Allow three weeks for listings to go live on VisitIndiana.com.

Free VisitIndiana.com travel discount listings are available to submit anytime throughout 2007.

**Rate:** Free

## eBrains Requirements

For all eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- E-mail address to which leads should be sent.
- Format in which leads should be sent: tab delimited or comma separated value (CSV) format.

For 10,000 lead eBrains participants, please e-mail the following information to the appropriate Regional Account Executive:

- 50 character promotion headline (opt-in language).
- 100 character brief promotion description.
- 250 character promotion description (appears upon clicking "more info" link on an offer).
- 1,000 character message for the confirmation e-mail.
- Logo in JPG or GIF format.
- Physical mailing address.
- URL.
- Up to two low-res images.

## Home Page Editorial Material Checklist

To submit home page editorial materials, please e-mail the appropriate Regional Account Executive the following:

- One or more logos – send each as an e-mail attachment (JPG, TIF, GIF, EPS, PDF).
- Up to two images – send each as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi).
- 50 words of copy for the home page box.
- Up to 250 words of copy for second page.
- Web site address – write Web site address in the body of the e-mail.

### Contest Material Checklist

To submit contest materials, please e-mail the appropriate Regional Account Executive the following:

- One logo – send as an e-mail attachment (JPG, TIF, GIF, EPS, PDF).
- Up to two images – send as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi).
- 50-100 words of copy (including prize details, black-out dates, and dollar value).
- Web site address – write Web site address in the body of the e-mail.
- The number of winners to be selected at the end of the contest – provide the number of winning prizes that will be given away at the end of the contest.
- The e-mail address to receive all of the entries (leads) at the end of the contest.

**PLEASE NOTE:** For brochure and Interactive Travel Guide listing submission guidelines, request forms from the appropriate Regional Account Executive. For free online listings, please visit [IN.gov/tourism](http://IN.gov/tourism).

### Confirmation E-mail Message

To submit confirmation e-mail message materials, please e-mail the appropriate Regional Account Executive the 50-word message and Web site address for the click-through.

### “What to do” and “Where to stay” listings:

To submit “What to do” and “Where to stay” listing materials, please e-mail the appropriate Regional Account Executive the following:

- 20-word message.
- One image-please send an e-mail attachment (PDF, JPG, GIF, EPS-minimum 72 dpi).
- Web site address for the click-through.

### Online Monthly Deadlines

January	November 14, 2006
February	December 5, 2006
March	January 9, 2007
April	February 13, 2007
May	March 13, 2007
June	April 10, 2007
July	May 15, 2007
August	June 12, 2007
September	July 17, 2007
October	August 14, 2007
November	September 11, 2007
December	October 9, 2007